

# CROSS-BAY FERRY

**St. Petersburg to Tampa  
and back**



# HOW DID WE GET HERE?

- The Cross-Bay Ferry pilot project was a collaborative experiment undertaken by the Cities of St. Petersburg and Tampa, and the Counties of Pinellas and Hillsborough.



# WHAT WAS THE PURPOSE FOR THIS PILOT?

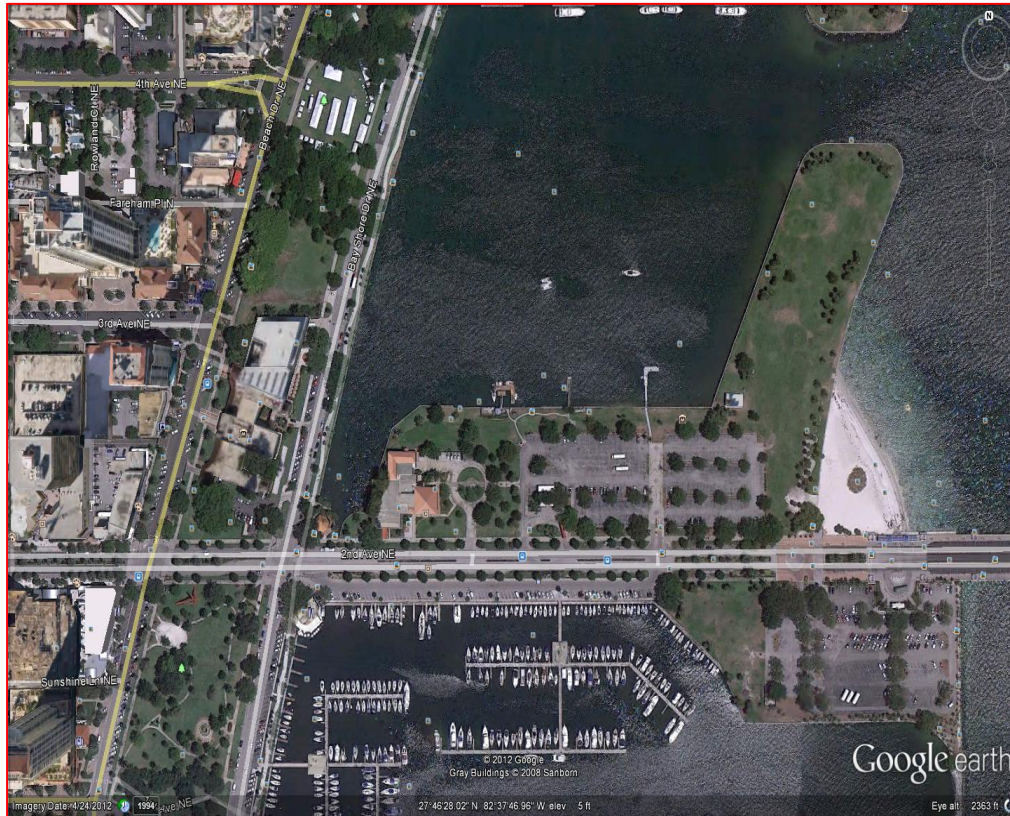
**The pilot was initiated to help determine whether passenger ferry service could be sustained in the future as a viable, regional transportation option.**





# WHERE DID THE FERRY TRAVEL TO AND FROM?

The ferry traveled to and from St. Petersburg from docking facilities located in the Vinoy Basin adjacent to the Museum of History and across the street from the Museum of Fine Arts.





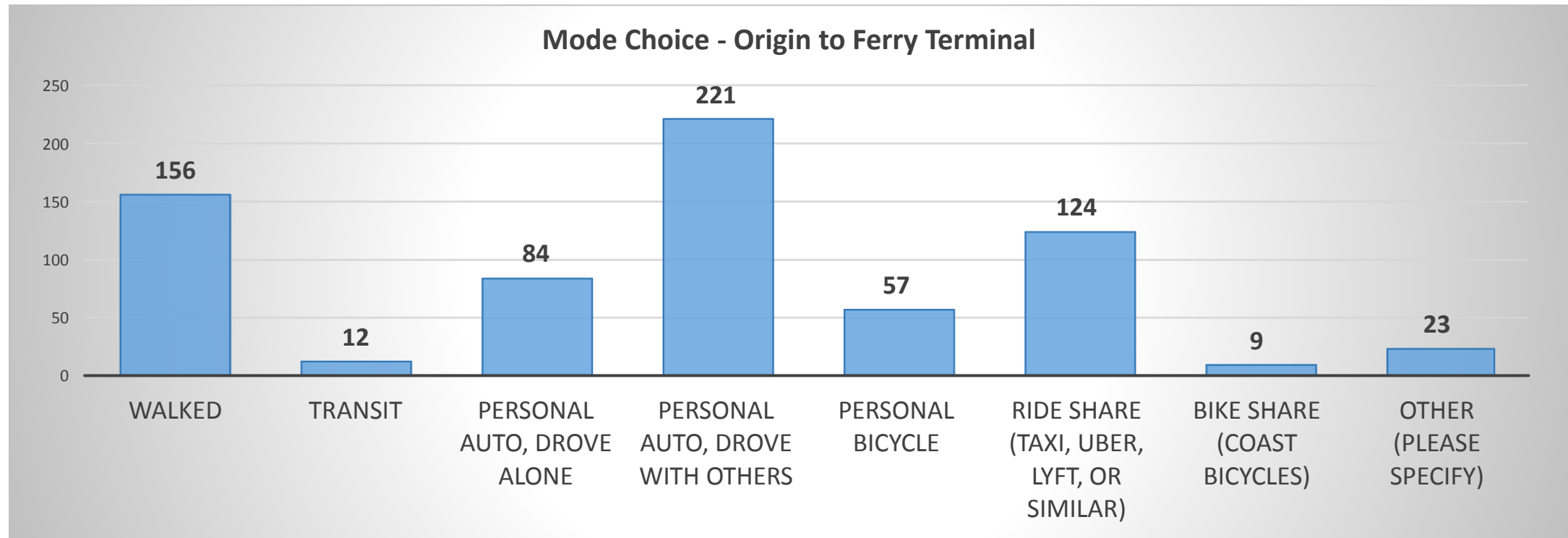
# WHERE DID THE FERRY TRAVEL TO AND FROM?

The Ferry traveled to and from Tampa, docking adjacent to the Tampa Convention Center.



# HOW DID PEOPLE GET TO THE FERRY FROM THEIR PLACE OF ORIGIN?

Nearly 1/3 of the passengers indicated that they drove their automobile to the ferry terminal. The second most common method for arriving at the ferry terminal was by walking, with ride share service (taxi, Uber, Lyft, etc.) third.



# ONCE THE FERRY ARRIVED, HOW DID PASSENGERS GET AROUND?

Once passengers arrived at their destination, they utilized the following modal methods:

- 69% of the passengers walked to their destination
- 12% utilized ride sharing (taxi, Uber, Lyft, etc.)
- 10% utilized some form of transit (bus, streetcar, downtowner)
- 5% utilized their own bicycle
- 2% utilized bike share
- 2% utilized a personal automobile.



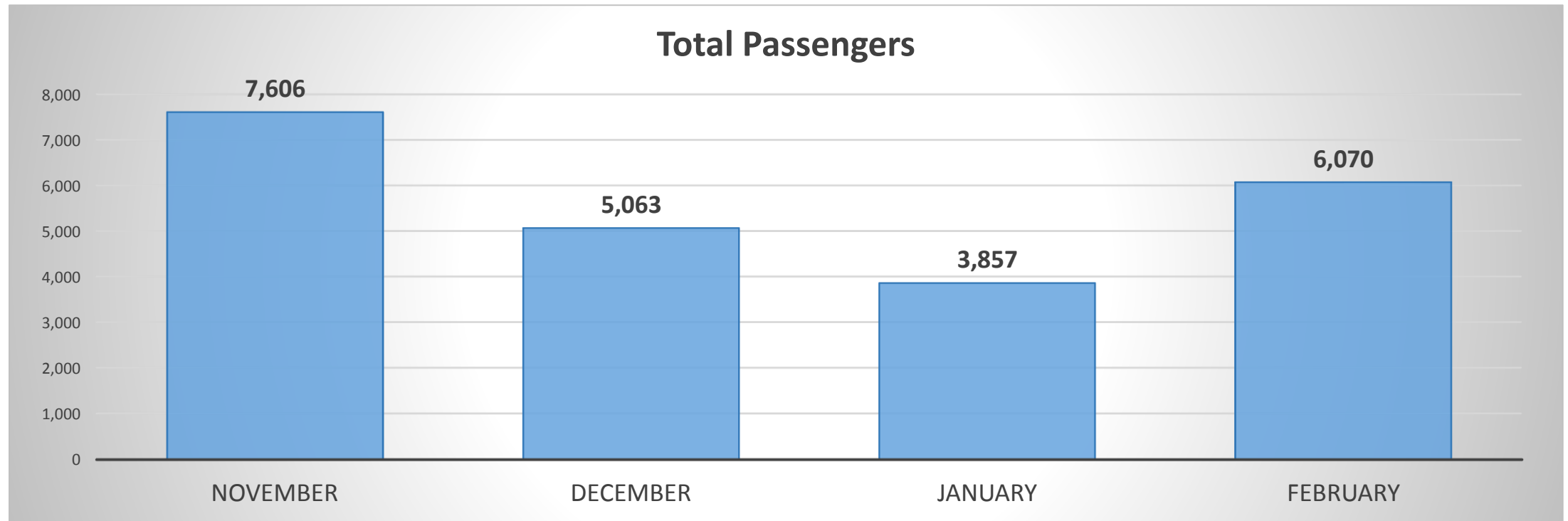


# ARE PEOPLE RIDING THE FERRY?

## OVERALL

**Total passenger count from November 2016 through February 2017 is 22,596.**

**Highest paid ridership occurred in February with 6,070 passengers**





# WHAT ARE THE AGES OF PEOPLE WHO ARE RIDING THE FERRY?

Based on ticket sales:

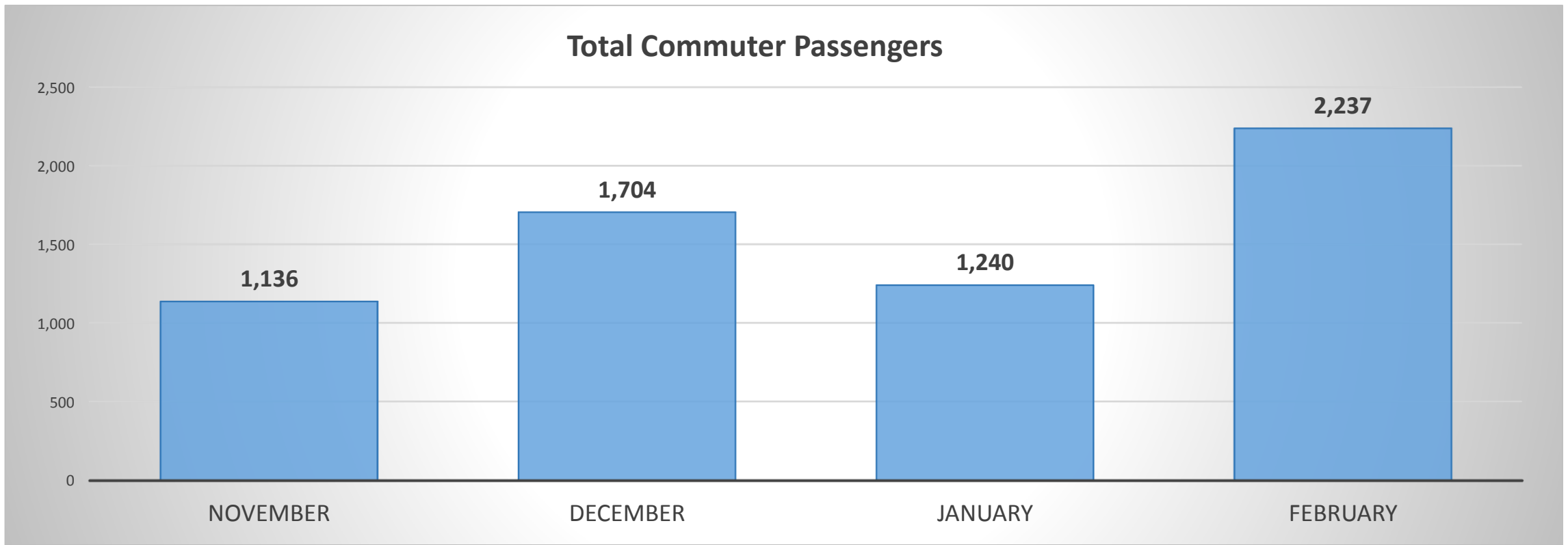
- 96% of the passengers on the ferry were ages 13 and up.
- 3% of the passengers were children between the ages of 3 – 12
- 1% were under 3 or infants.

	December	January	February
Adults (13+)	4,130	3,105	5,253
Youth (3-12)	204	120	121
Child (Under 3)	31	32	28

# WHEN ARE THEY RIDING THE FERRY?

## Total Commuter Passengers

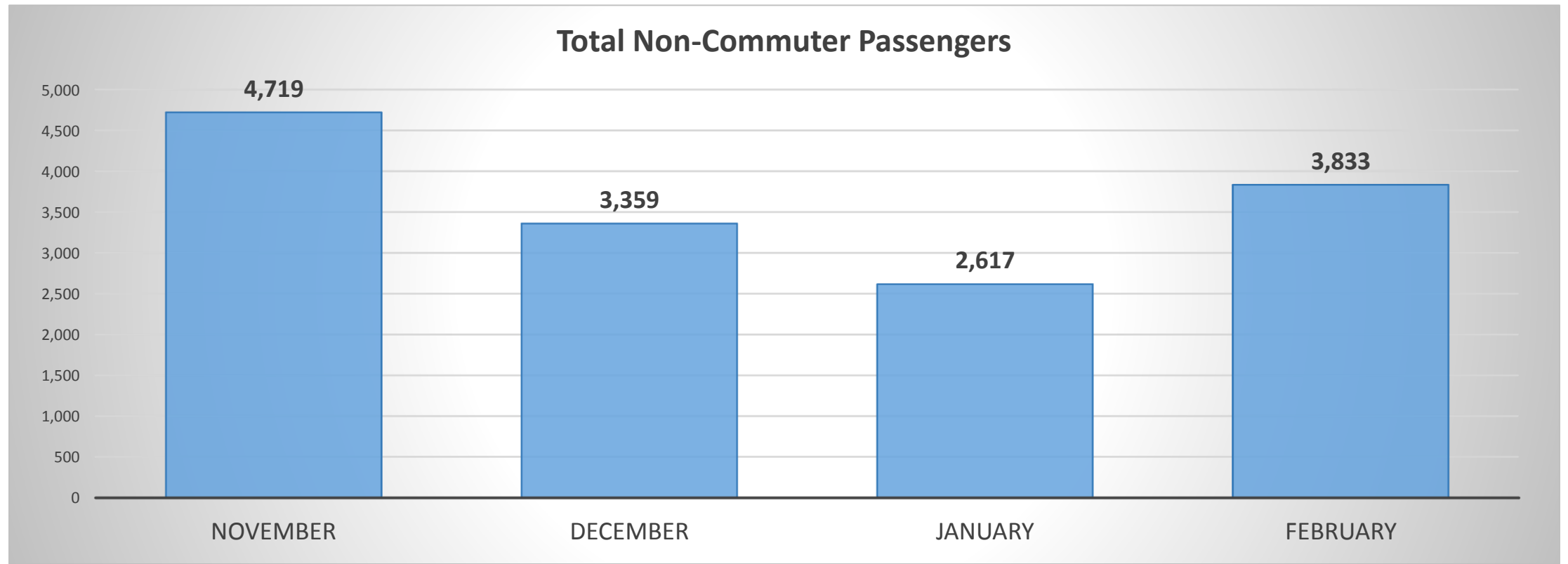
- When regular weekday scheduled service began November 21, 2016 through February 2017 – 6,317 passengers
- Highest paid commuter month: February – 2,237 passengers



# WHEN ARE THEY RIDING THE FERRY?

## Total Non-Commuter Passengers

- When regular weekend scheduled service began through February 2017 – 14,528 passengers
- Highest paid non-commuter month: February – 3,833 passengers

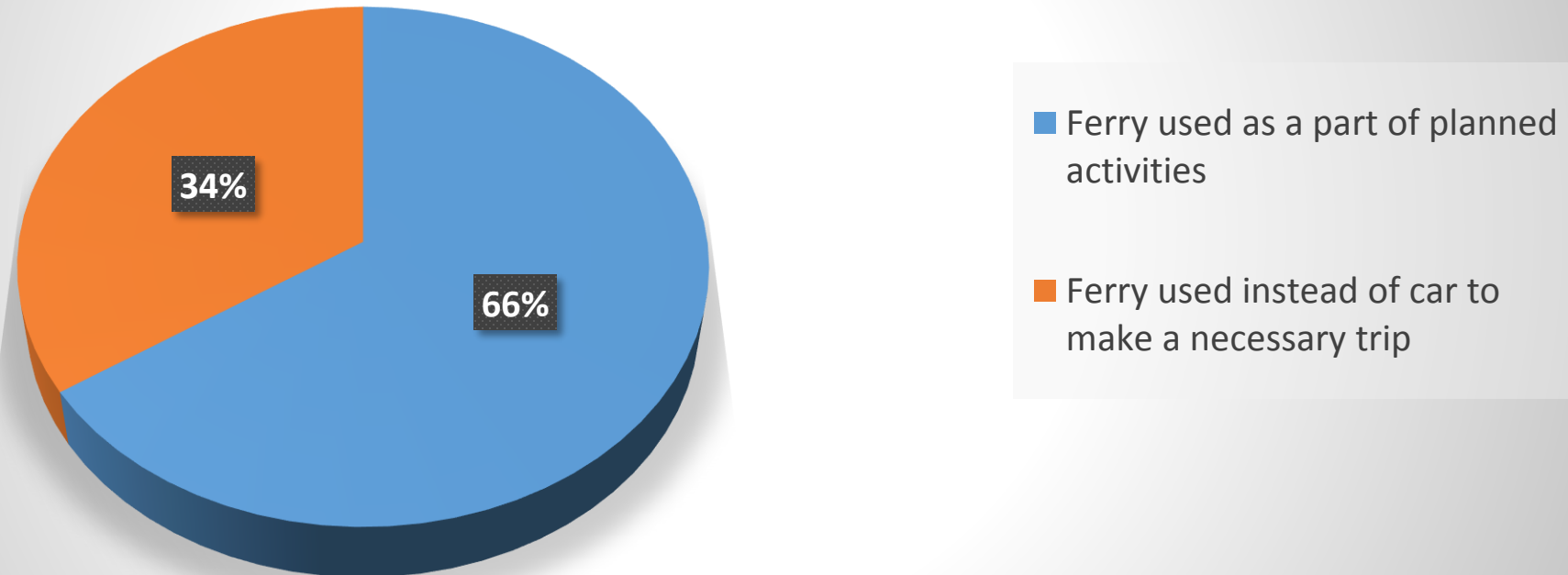




# WHY ARE PEOPLE RIDING THE FERRY?

- Approximately 2/3 of survey respondents stated that their trip was induced by the transportation mode and may not have taken place without the ferry service.
- Approximately 1/3 indicated that they used the ferry **INSTEAD** of their car to make a trip that was previously planned.

**Trip Purpose**  
**Induced vs. Replacement Trips**



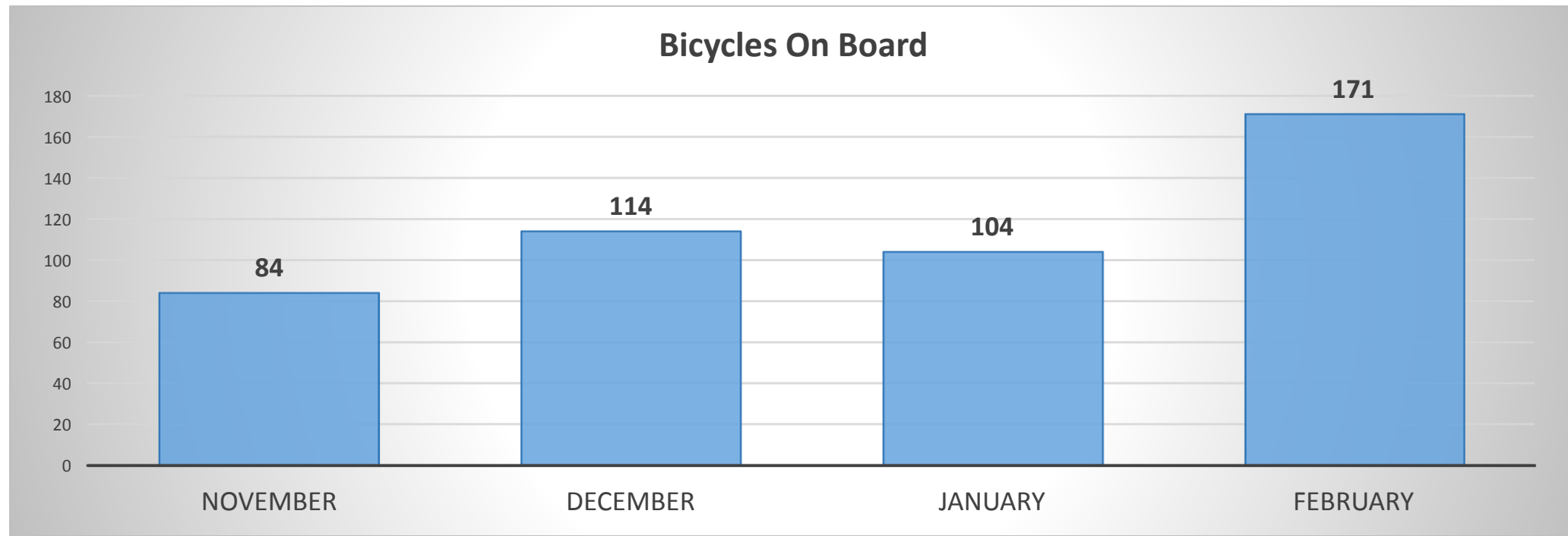
# ARE PEOPLE BRINGING BICYCLES ON BOARD?

Yes, and in large numbers.

The total number of bicycles brought on board between November 2016 and February 2017 was **473**.

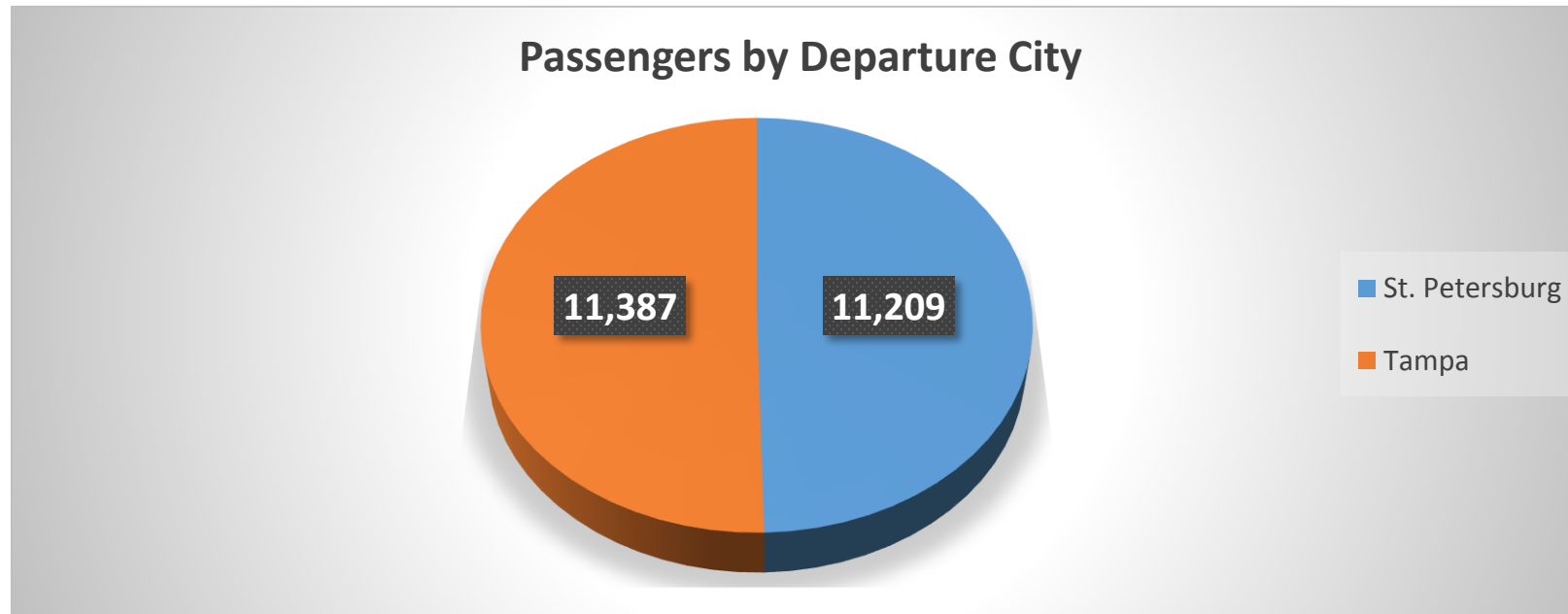
The most bicycles brought on board occurred in February at **171**.

Bikes brought on board were personally owned bikes, as bike share was available in St. Petersburg and Tampa.



# WHERE ARE THE PASSENGERS COMING FROM?

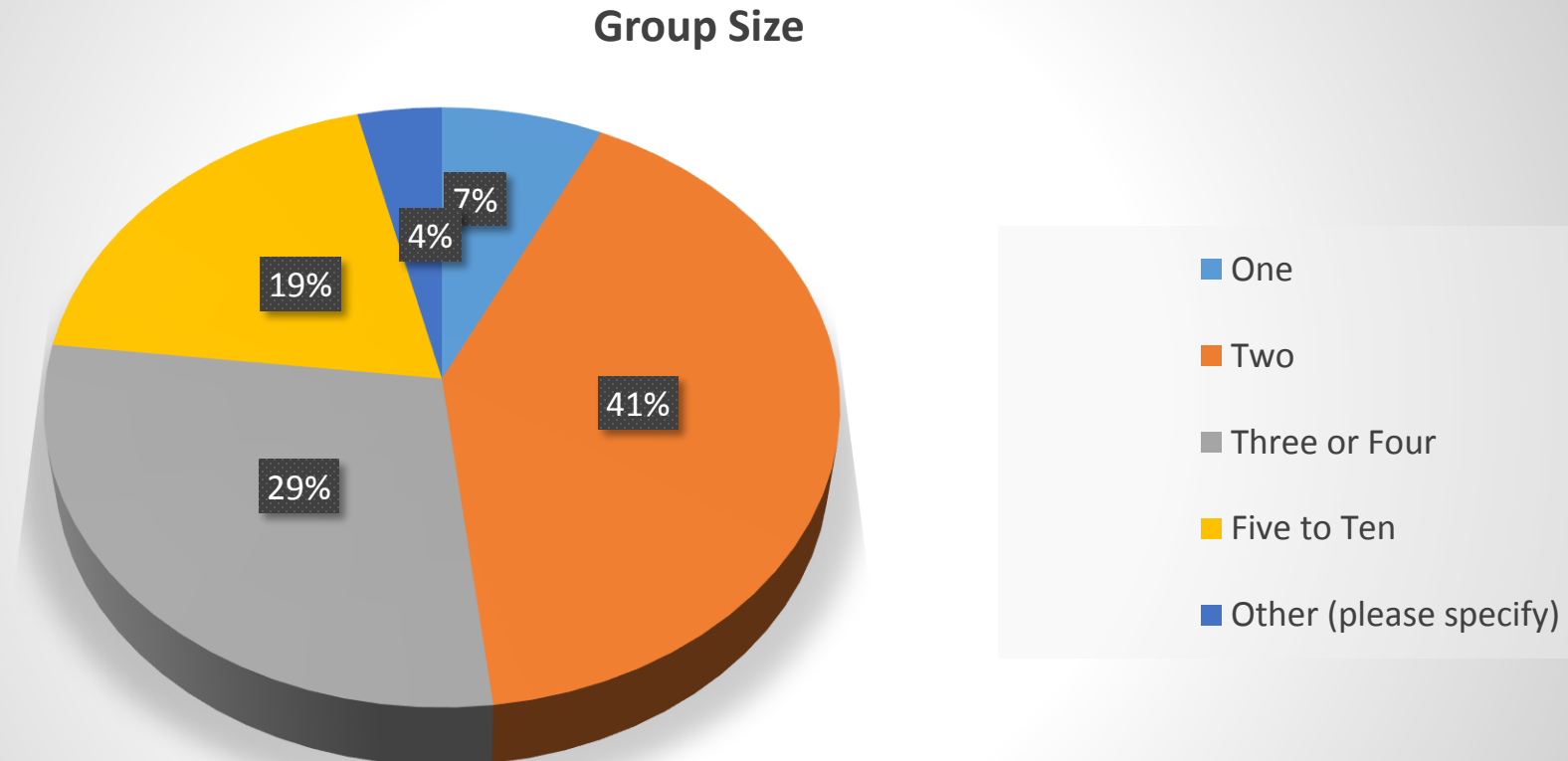
- The split by departure city is roughly even at 50% for both St. Petersburg and Tampa.
- 90% of the passengers have been Tampa Bay residents
- 72% of all people from Pinellas and Hillsborough County zip codes have used the Ferry





# ARE PEOPLE RIDING BY THEMSELVES OR IN GROUPS?

- Nearly  $\frac{3}{4}$  of those surveyed indicated that they travelled with a group of 2 to 4 people
- Nearly 1 in 5 indicated that they were travelling with a group that ranged from 5 to 10 people



# TOTAL MILES, OPERATING COSTS PER MILE AND FARE RECOVERY

- The total number of passenger miles provided by the Cross-Bay Ferry is **427,322.5 miles**
- Cumulative operating expense per passenger mile is **\$1.35**
- For comparison purposes, the operating expense per passenger mile for the King County (WA) Ferry is **\$2.12**, for PSTA is **\$0.89** and for HART is **\$0.90**
- Fare revenue collected vs. operating expenses = farebox recovery. Farebox recovery percentage for the pilot is **35%**. Farebox recovery for standard bus service is **20%**



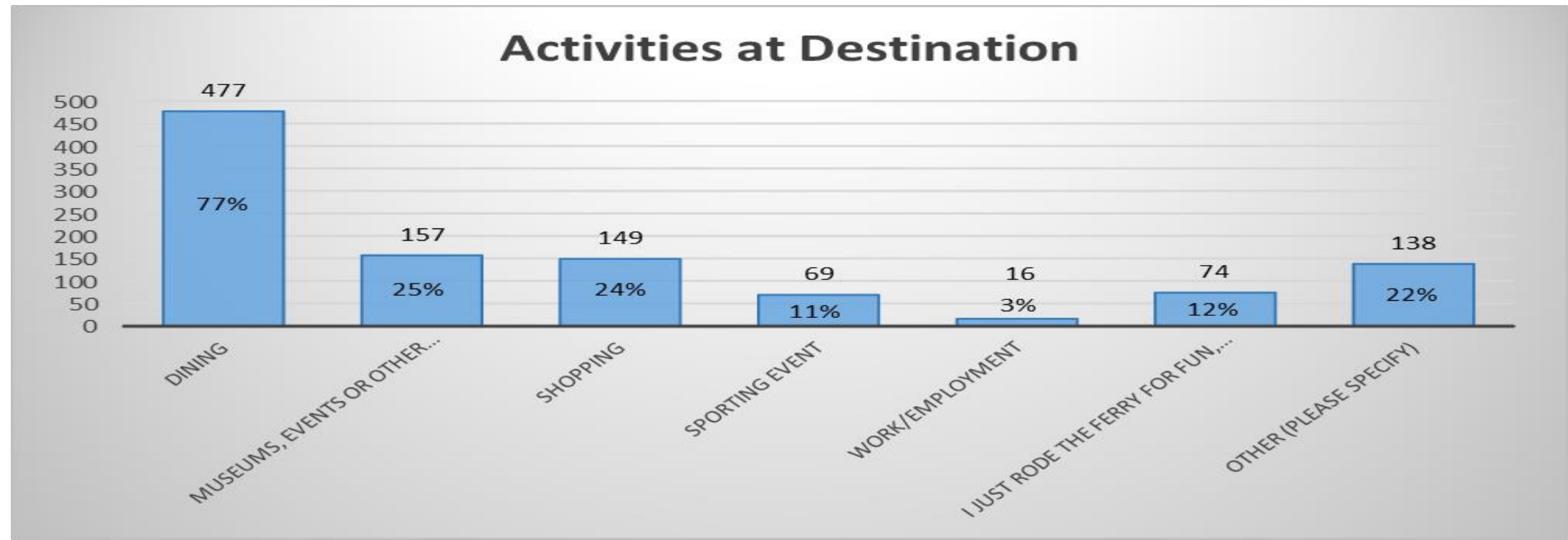
# FERRY'S IMPACT ON LOCAL BUSINESSES

The ferry has had a positive economic impact on local businesses.

Passengers surveyed indicated the following destinations:

77% dined, 25% went to museums, 24% shopped, and 11% went to a sporting event. Only 12% said they rode the ferry as a ride, meaning there was no other destination other than riding the ferry.

(note: those surveyed could choose more than one option that applied)





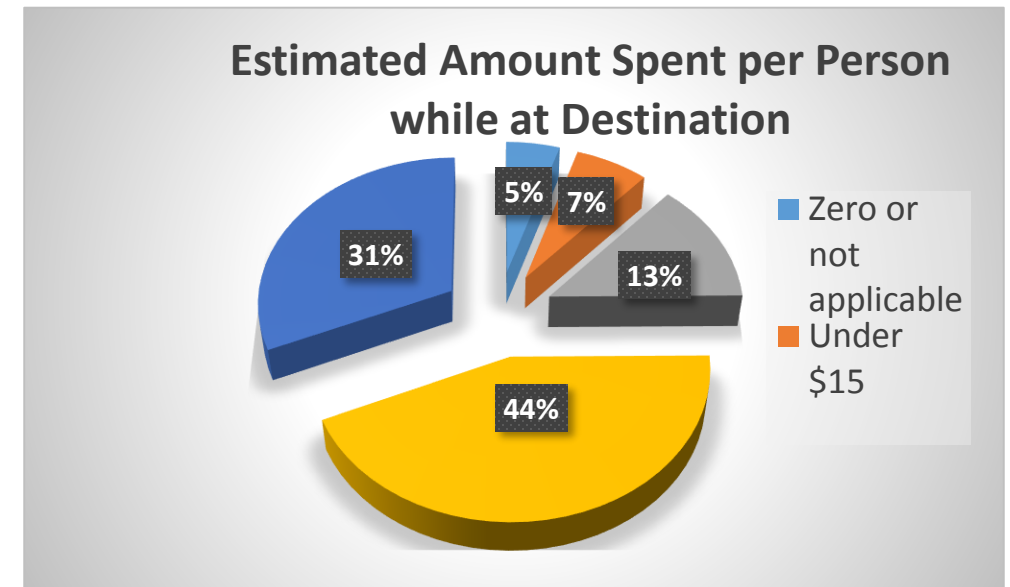
# FERRY'S IMPACT ON LOCAL BUSINESSES

Almost 60% of the passengers surveyed indicated that they spent between \$15 and \$40 per person once at their destination.

For more than **30%** of passengers surveyed, the average amount they indicated was spent at their destination was approximately **\$100** per person.

Therefore, the average spent by survey respondents was close to **\$40** per person.

When we extrapolate for the total number of passengers between November 2016 and February 2017, it equates to **\$920,000** in sales to the local economies.

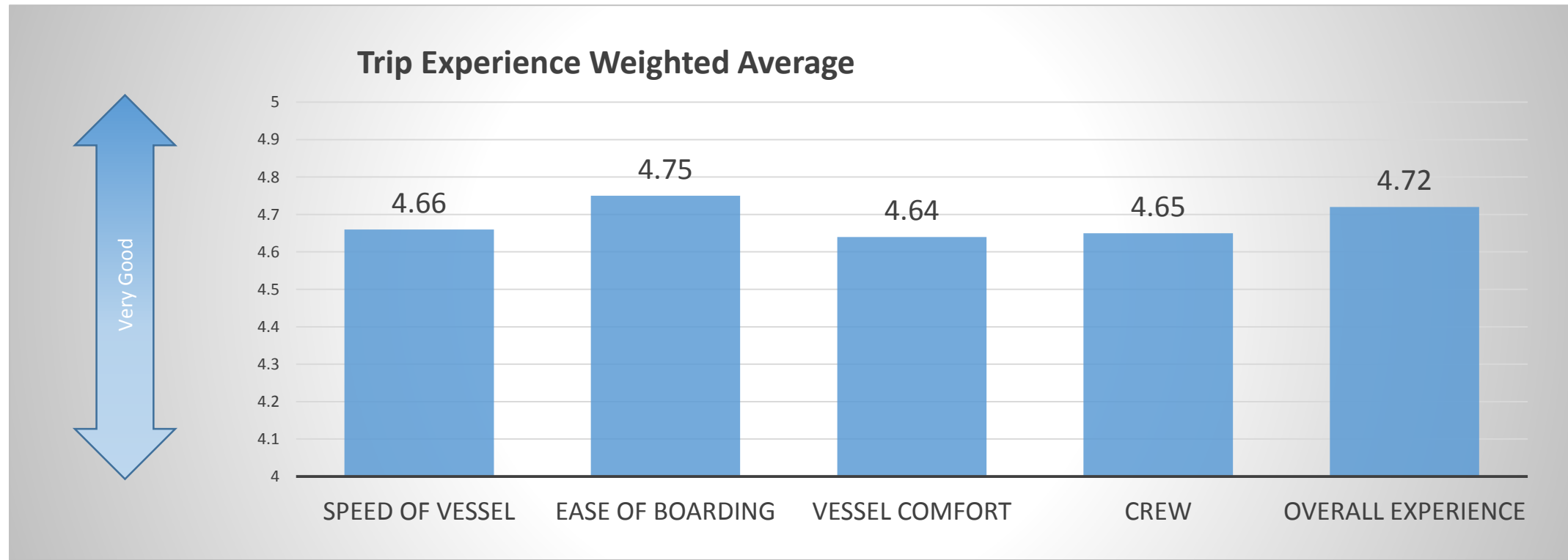


# HOW HAS THE FERRY PERFORMED?

- The Cross-Bay Ferry departed within **five minutes** of its scheduled departure time **95%** of the time.
  - 6 scheduled trips were canceled due to fog
    - 12/12 – 09:30, 15:00
    - 12/13 – 07:00, 09:30
    - 12/14 – 07:00, 09:30
  - 2 trips were delayed due to fog/port closure
    - 1/25 – 07:00 trip left at 09:26, 09:30 trip left at 10:40
  - 6 trips did not occur due to special events
    - 1/7 - National College Football Championship
    - 1/28 – Gasparilla Pirate Fest
- (note – travel time reliability higher than by automobile. No congestion)**

# HOW'D THE FERRY EXPERIENCE STACK UP?

- Over **95%** of those surveyed indicated that their overall experience riding the ferry was **very good or excellent**.
- Out of a possible 5 points, a low average score of 4.64 was noted for vessel comfort, and a high average score of 4.75 for ease of boarding.



# WHAT HAVE WE LEARNED FROM THIS PILOT PROJECT?

While service will continue through the end of April 2017, surveys and data tell us that:

- There is a demand for ferry service in Tampa Bay
- The proper price charged for the service was determined
- Commuter service is viable at the right price
- Farebox recovery is higher than traditional transportation service
- There is an identifiable economic impact to this form of transportation
- That people like, and are proud of this service

# WHAT HAVE WE ACCOMPLISHED AS A RESULT OF THIS PILOT PROJECT?

As a result of this pilot project, we've:

- Increased public awareness of waterborne transportation technology and the benefits of service between downtown St. Petersburg and Tampa
- Achieved inclusion of waterborne transportation in local and regional capital planning documents for future service
- Provided a service that met or exceeded customer expectations such that greater than 80% would use again and/or recommend the service to a friend
- Provided a safe, reliable transportation service for residents and visitors.



# WAS THERE ANY RETURN ON OUR INVESTMENT?

In order to fund the pilot, each governmental partner agreed to invest **\$350,000** for the 6 month pilot.

Because transportation rarely pays for itself, let alone brings any return on investment, at the time the decision was made by each governmental partner, no guarantee was made that after payment of all operating expenses, funds would be returned to the partner governments.

However, as of the end of February, after payment of operating expenses, sufficient revenues have been generated so as to return **\$54,602** (\$13,650.50) to the partner governments.



# WHERE DO WE GO FROM HERE?

Hillsborough County has allocated \$750,000 for design and engineering of a MacDill Passenger service. While that process is proceeding:

## **Short term:**

- Look for opportunities and funding to provide seasonal service until either the MacDill service is operational, or some other permanent service is initiated

## **Long Term:**

- Look for opportunities and funding to purchase, lease and/or build ferries for seasonal and/or full-time service